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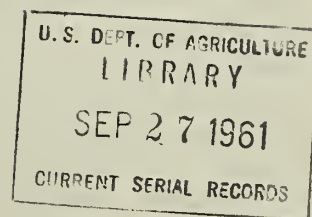
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CONSUMER PURCHASES OF

# CITRUS AND OTHER JUICES

JUNE 1961

CPFJ-118



U. S. DEPARTMENT OF AGRICULTURE  
ECONOMIC RESEARCH SERVICE  
IN COOPERATION WITH  
THE FLORIDA CITRUS COMMISSION

## PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, and canned fruit drinks. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice. However, the data are considered reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

September 1961

Based on data collected for the Florida Citrus Commission by the  
Market Research Corporation of America



Growth Through Agricultural Progress

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CONSUMER PURCHASES OF CITRUS AND OTHER JUICES  
JUNE 1961

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Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons.

SUMMARY

Purchases of chilled orange juice, canned single-strength juices, and canned fruit drinks for household consumption in June 1961 were a little greater than in the same month of 1960. Use of frozen concentrated juices was down, however, and as a result, total purchases of juices and drinks were about the same as a year earlier.

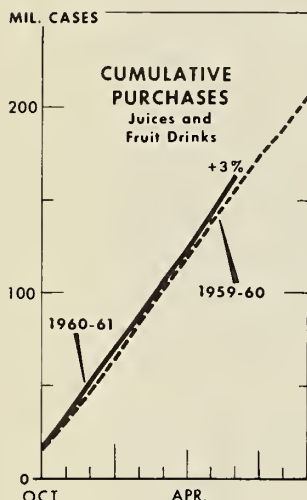
Cumulative purchases of all juices and drinks for the season, October 1960 through June 1961, were 3 percent, 5.2 million cases, ahead of the same months of 1960, as shown by the chart at left of page.

In terms of individual products, frozen orange concentrate was purchased in slightly greater quantity than in June 1960. Purchases of other frozen concentrates, however, were off 18 percent.

Purchases of pineapple-grapefruit drink increased moderately to a new June high, and use of the miscellaneous canned drinks was the heaviest yet reported. On the other hand, purchases of canned orange drink were off sharply.

Consumption of canned orange juice was down about a third from June 1960, and, tomato and miscellaneous juices were off moderately. In contrast, use of canned grapefruit juice was up 54 percent, and pineapple and prune juices were up moderately to the highest levels for several years.

On the average, consumers paid 4.8 cents for a 6-ounce serving of juices and drinks in June 1961, compared with 4.5 cents a year earlier. The per serving cost of orange juices and drinks were up 0.3 to 0.7 cents; tomato juice, miscellaneous canned juices, and miscellaneous frozen concentrates were up by lesser amounts. On the other side, the per serving cost of pineapple juice was down slightly; canned grapefruit juice, down

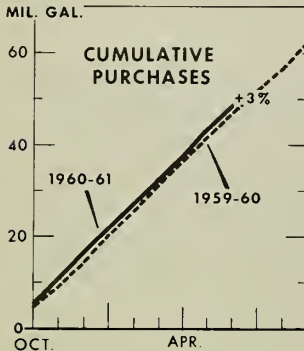


0.6 cent; and pineapple-grapefruit drink, the least expensive product, was down 0.3 cent to a new low.

Purchases of canned grapefruit sections were off 15 percent from June 1960.

## FROZEN AND CHILLED JUICES

### FROZEN ORANGE CONCENTRATE UP SLIGHTLY

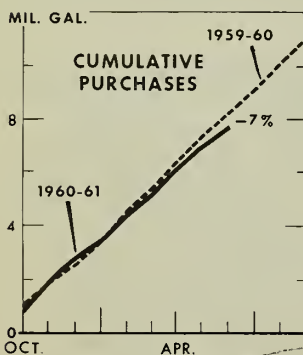


Consumers bought about 5.3 million gallons of frozen concentrated orange juice for home consumption in June 1961, the same as in May and slightly more than in June 1960. <sup>1/</sup> This one product accounted for 35 percent of total purchases of all juices and fruit drinks -- the same share of market as a year earlier, and a slightly greater share than secured by all canned single-strength juices.

Nearly 29 percent of families bought frozen orange concentrate in June, a somewhat greater proportion than a year earlier. The average size of purchase held at 7.4 cans per buying family.

Retail prices averaged 20.5 cents per 6-ounce can, 2.6 cents more than in the preceding June when prices were at a 2-year low. At this price, a 6-ounce serving cost 5.1 cents, 0.4 cent less than canned orange juice and 2.4 cents less than chilled orange juice. The average buying family spent \$1.51 for the product, compared with \$1.31 a year earlier. Total consumer expenditures for the month were up 16 percent. (See pages 12, 13, 24, and 25.)

### CONSUMPTION OF MISCELLANEOUS FROZEN CONCENTRATES DOWN 18 PERCENT



In contrast to the increase in consumption of frozen orange concentrate, purchases of other frozen concentrates were down 18 percent from June 1960 to the lowest level for more than a year.

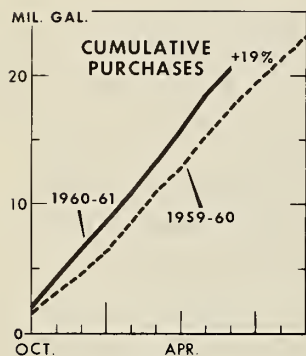
Movement has been slow during 1961, and purchases for the season through June are 7 percent, 600,000 gallons, behind the corresponding months of 1959-60.

On the average, a 6-ounce can of miscellaneous concentrates cost 19 cents, a half cent more than a year earlier. These products have been priced 2 or 3 cents below frozen orange concentrate since the beginning of 1961.

<sup>1/</sup> Monthly and cumulative data in this report are for 28-day periods to facilitate comparisons.

## CHILLED ORANGE JUICE CONTINUES TO MOVE IN HEAVY VOLUME

The upturn in purchases of chilled orange juice during the first months of the year was halted in June; nevertheless, the 2.5 million gallons purchased was 9 percent greater than a year earlier and was the largest June volume yet recorded. Consumption in 1960-61 has been well above the preceding season, and cumulative purchases through June were up 19 percent or 3.3 million gallons.



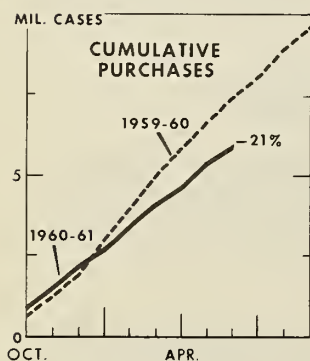
About 5.3 percent of families used chilled orange juice in June, a moderately larger proportion than a year earlier. The family purchase of 3.5 quarts was also moderately larger.

With prices at 40 cents per quart, buying-family expenditures averaged \$1.41, compared with \$1.26 a year earlier when prices averaged 37.3 cents. A 6-ounce serving of chilled orange juice cost 7.5 cents. Except for prune juice, this was 2 to 4 cents more than paid for other juices and drinks. (See page 14.)

## CANNED SINGLE-STRENGTH JUICES

### CANNED ORANGE JUICE AT NEW JUNE LOW

Use of canned orange juice dropped to a new June low for the 12-year series. Production in 1960-61, in contrast to record output of frozen orange concentrate, was down a fourth from the preceding season to the lowest level since the mid-1940's.



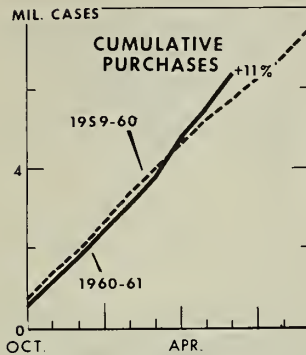
June purchases were down 29 percent, 230,000 cases, from the same month a year earlier. The drop was associated with only 5.2 percent of families buying, compared with 6.8 percent in the preceding June, together with a decrease in the average size of purchase.

Retail prices at 42.3 cents per 46-ounce can were a little easier than in preceding months, but were 5.5 cents higher than a year earlier, and 8 cents higher than the 1954-58 June average. The cost of a 6-ounce serving was up 0.7 cent to 5.5 cents. Only prune juice and chilled orange juice were more expensive. The amount spent for the product increased from 76 to 82 cents per buying family, but because fewer families bought, total expenditures were down 18 percent or \$0.5 million.

Cumulative purchases for the season were off 1.6 million cases, 21 percent, from 1959-60. (See page 15.)



## USE OF CANNED GRAPEFRUIT JUICE UP SUBSTANTIALLY

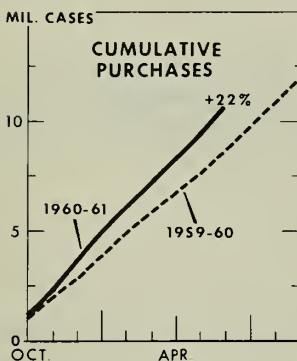


Purchases of canned grapefruit juice were up 54 percent from a year earlier to the highest June level since 1957. Production of the product was a little below the 1959-60 volume, but, nevertheless, June retail prices were down 4.6 cents to a 5-year low of 27.5 cents per 46-ounce can. A 6-ounce serving of grapefruit juice cost 3.6 cents. Only pineapple-grapefruit drink at 3.5 cents was cheaper.

Nearly 6 percent of families bought grapefruit juice, as against 4.8 percent in June 1960. The average size of purchase at 2.3 cans was also larger.

Cumulative purchases for the season beginning October were 11 percent -- 630,000 cases -- ahead of the preceding year and were slightly ahead of 1958-59. (See page 16.)

## PURCHASES OF PINEAPPLE JUICE TAPERING OFF

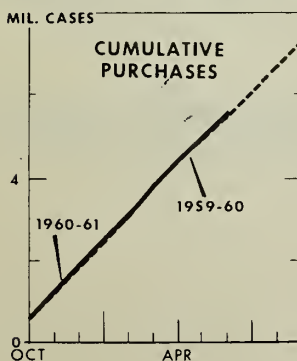


June purchases of pineapple juice were 9 percent greater than the low June 1960 volume. But cumulative purchases for the season through June were 1.9 million cases, or 22 percent above the corresponding period a year earlier, the largest gain for the 9-month period made by any product.

Purchases averaged 2 cans among the 9 percent of families buying. Both components of total movement were moderately greater than a year earlier.

The retail price of pineapple juice rose to 29.2 cents per 46-ounce can in June. While this was 1 cent less than a year earlier, it was 1 or 2 cents above prices that prevailed in intervening months. (See page 17.)

## PRUNE JUICE GAINS MODERATELY



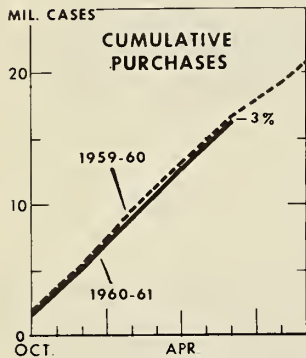
June purchases of prune juice were up 8 percent from a year earlier and 13 percent from the 1954-58 June average. The 657,000 cases bought was the largest volume reported in more than a year, and the heaviest June volume since 1956. Total movement for the season was about 100,000 cases or 2 percent ahead of 1959-60.

About 7.2 percent of the Nation's families bought prune juice in June, a good gain in the number of buying families over a year earlier. The average size of pur-

chase per buying family, at 2.3 quarts, was slightly smaller.

Retail prices for prune juice at 43.7 cents per quart, were only slightly higher than a year earlier, but were 9 cents higher than the June average. At this price, a 6-ounce serving of prune juice cost 8.2 cents, about twice the cost of fruit drinks or of most canned single-strength juices. (See page 18.)

## TOMATO JUICE OFF

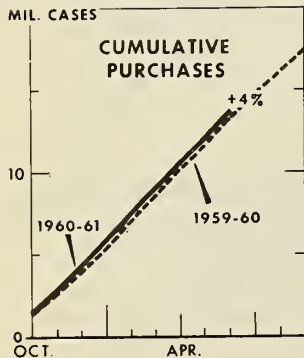


Household consumption of tomato juice was down 4 percent -- 60,000 cases -- from a year earlier to the lowest June level since 1956. Movement has been comparatively slow most of the season, and cumulative purchases beginning with October were 3 percent -- 420,000 cases -- behind the same period of 1959-60.

Only 14.5 percent of families bought tomato juice in June. Except for the summer months of 1960, this was the smallest proportion reported in this 12-year series. Buying-family purchases at 1.9 cans were also a little smaller than a year earlier.

Retail prices were up 1 cent from May and 1.6 cents from a year earlier to 29.4 cents per 46-ounce can. Except for July 1956, this was the highest price reported. (See page 19.)

## MISCELLANEOUS JUICES SLIP A LITTLE

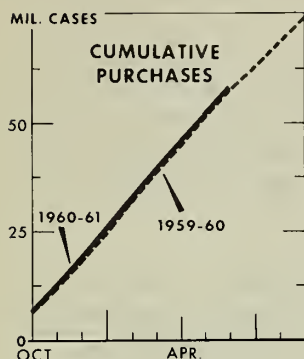


Consumption of miscellaneous canned juices, such as tangerine, grape, and blends, were down slightly from June 1960. Buying was above year-earlier levels in most months of the season, however, and cumulative purchases were 560,000 cases or 4 percent ahead of 1959-60.

Nearly 20 percent of families bought these products, the same as in the preceding June, and the largest proportion since that time. The average size of purchase, however, was down some to 1.4 cans.

On the average, a 46-ounce can of miscellaneous juices cost consumers 36.8 cents, 0.6 cent more than a year earlier. (See page 23.)

## TOTAL CANNED JUICES UP SLIGHTLY



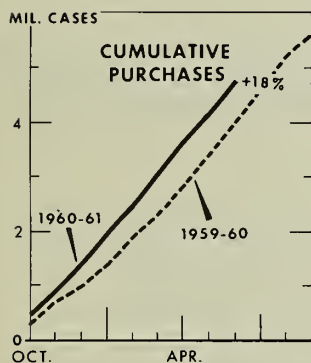
In total, purchases of canned single-strength juices were slightly greater than in June 1960; gains made by grapefruit, prune, and pineapple juices were almost offset by the decrease in consumption of orange, tomato, and miscellaneous juices.

Cumulative purchases of canned juices through June were about 1.2 million cases or 2 percent greater than in the same months of 1959-60. In comparison, purchases of frozen concentrated juices on a ready-to-drink basis increased about 790,000 cases or 1 percent.

More than 42 percent of the Nation's families purchased canned juices during the month. Consumption averaged 2.6 cans (46-ounce) per buying family. Comparable data are not available for a year earlier. (See page 24.)

## CANNED SINGLE-STRENGTH FRUIT DRINKS

### USE OF ORANGE DRINK CURTAILED



Consumption of canned orange drink, which was at a record pace in most of the 1960-61 season, was off 20 percent or 140,000 cases from June 1960, when movement was the heaviest reported in the 9-year series. Purchases amounted to only 528,000 cases, 8 percent less than the 1954-58 June average.

The usual heavy May-June increase in the number of families using the product did not materialize, and only 4.4 percent bought, compared with 4.9 percent a year earlier. The average size of purchase at 2.1 cans per buying family was also considerably smaller.

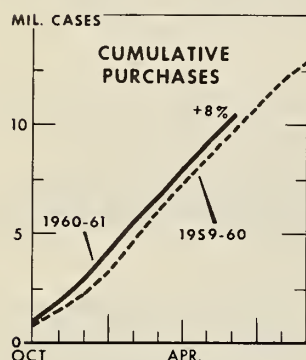
Retail prices were down 2 cents from the record high of April to 31.4 cents per 46-ounce can, but were 2 cents higher than a year earlier, and 4 cents higher than average. Nonetheless, the cost per 6-ounce serving was up only 0.3 cent to 4.1 cents, in comparison to increases of 0.5 to 0.7 cent in the cost of orange juices. (See page 20.)

### PRICES OF PINEAPPLE-GRAPEFRUIT DRINK CUT TO NEW LOW

The retail price of pineapple-grapefruit drink dropped 0.6 cent from May to a new low of 27 cents per 46-ounce can. June 1960 prices averaged 28.8 cents. At 3.5 cents per 6-ounce serving, pineapple-grapefruit drink was the least expensive product reported in June. The



cost was 0.1 cent below canned grapefruit juice, 0.3 cent below pineapple juice, and 2 cents below canned orange juice.



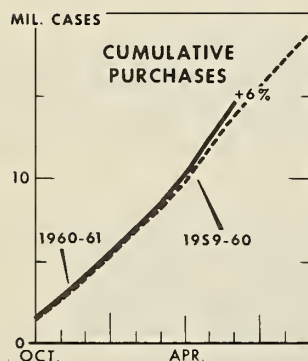
The proportion of families buying, while up 1.1 percentage points from the preceding month to 8.6 percent, was not as great as a year earlier. The average size of purchase per buying family, however, was up sharply to 2.7 cans.

June purchases were a fourth greater than in the preceding month, and were up 11 percent from a year earlier to 1.3 million cases. Except for February and March 1960, this was the largest volume of purchases yet reported. Consumers spent \$3.3 million for the product, 4 percent more than a year earlier. Buying-family expenditures were up from 68 to 73 cents.

Consumption for the season beginning with October was 730,000 cases, or 8 percent ahead of the same 9 months of 1959-60. (See page 21.)

#### MISCELLANEOUS CANNED FRUIT DRINKS CLIMB TO NEW PEAK

Consumption of miscellaneous fruit drinks, such as grape, or the various blends, climbed to a record 2.2 million cases in June, 4 percent more than the previous high of a year earlier.



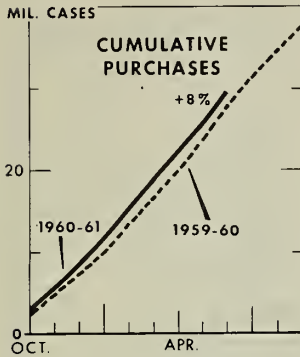
Purchases have been comparatively heavy throughout the season, and the 14.6 million cases bought since October was 6 percent greater than in the same period of 1959-60. The quantity of miscellaneous drinks purchased in these 9 months was substantially greater than the combined purchases of canned single-strength orange juice and chilled orange juice.

The gain in volume over a year earlier was associated with a larger average size of purchase. The proportion of families buying, while climbing over the preceding month, failed like orange drink and pineapple-grapefruit drink, to rise as high as a year earlier.

An average 46-ounce can of miscellaneous fruit drinks cost consumers 33.7 cents, a little less than a month or a year earlier. (See page 23.)



## CONSUMPTION OF CANNED FRUIT DRINKS RISES TO NEW HIGH



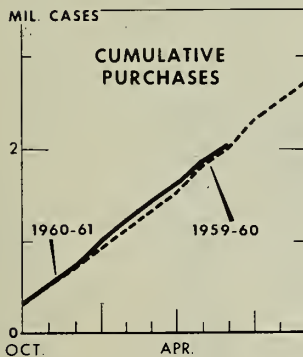
Total consumption of canned fruit drinks climbed to a record 4.1 million cases in June, despite the drop in purchases of canned orange drink. Movement was up 2 percent, 70,000 cases, from June 1960, the previous high month.

Consumption of fruit drinks for the season, October 1960-June 1961, was 8 percent or 2.2 million cases above the like period a year earlier. The fruit drink share of the total juice and fruit drink market in this 9-month period increased from 17.8 to 18.6 percent. On the other hand, consumption of juices -- concentrated, chilled, and canned -- increased only 2 percent or 3 million cases, and as a result, the share of market was down from 82.2 to 81.4 percent.

About 23 percent of families bought canned fruit drinks in June, compared with 29 percent buying frozen orange concentrate and 42 percent buying canned single-strength juices. Purchases averaged 3.1 cans (46-ounce) per buying family. Data on the proportion of families buying and the size of purchase of fruit drinks are not available for a year earlier. (See page 24.)

## CANNED FRUIT

### USE OF CANNED GRAPEFRUIT SECTIONS REMAINS LOW



Purchases of canned grapefruit sections for household consumption were down 15 percent or 40,000 cases from June 1960. This was the third month in succession that purchases were below year-earlier levels. These declines offset gains made in earlier months, and cumulative purchases for the season, October-June, dropped to the 1959-60 level, the low year in this 5-year series.

Only 4 percent of the Nation's families bought canned grapefruit sections in June, as against 4.5 percent in June 1960. The average size of purchase at 3.2 cans per buying family was also a little smaller.

Retail prices eased a little during the month to average 20.6 cents per No. 303 can. This was slightly less than a year earlier. (See page 22.)

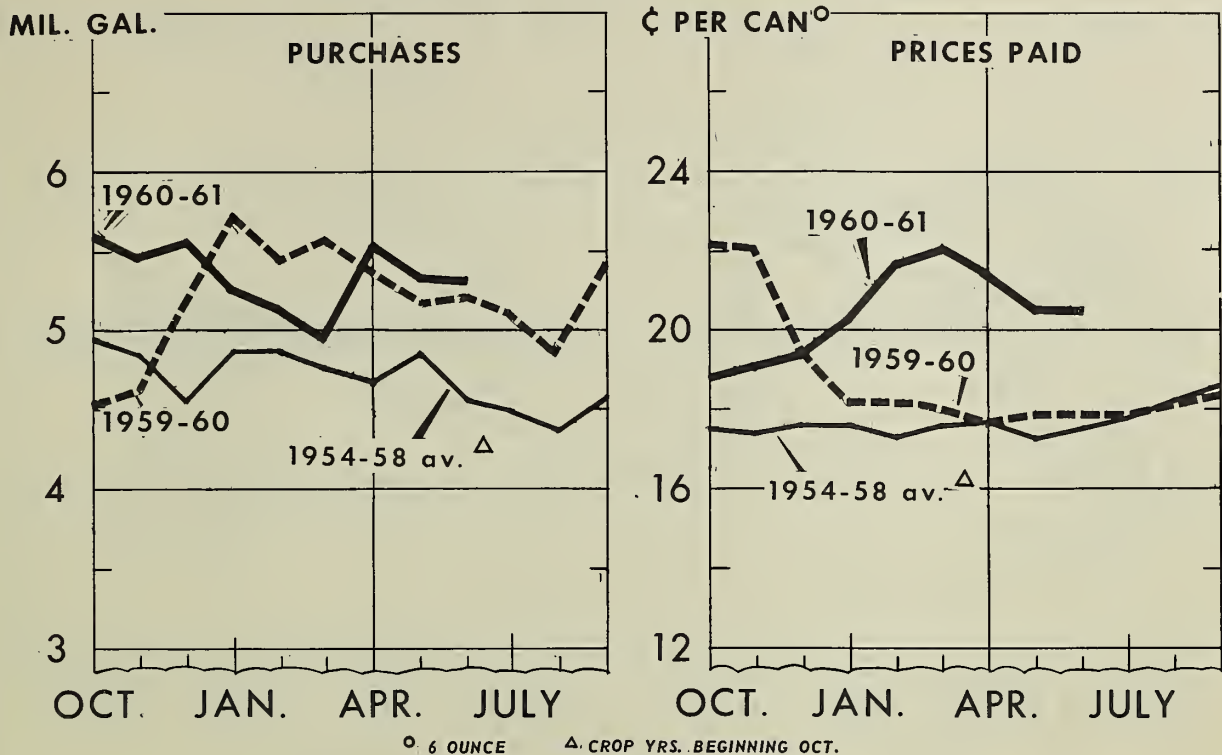
Table 1. SUMMARY: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid for selected citrus juices and other products, June 1961 and 1960 1/

Commodity	Total purchases			Proportion of families buying			Purchases per buying family						Average price paid per actual unit		
	June 1961			June 1961			June 1961			June 1961			June 1961		
	June 1961	June 1960	Change 1961-60	Percent	Percent	Percent	Number	Number	Number	Ounces	Ounces	Ounces	Unit	June 1961	June 1960
FROZEN CONCENTRATED JUICES:	1,000	1,000													
	gallons	gallons													
	5,308	5,232	+1	28.9	28.3	2.0	2.0	2.0	2.0	21.8	22.0	44	6-oz.	20.5	17.9
	742	901	-18	---	---	---	---	---	---	15.9	---	---	6-oz.	19.0	18.5
Total	6,050	6,133	-1	---	---	---	---	---	---	---	---	---	---	---	---
CHILLED ORANGE JUICE	2,485	2,271	+9	5.3	5.0	2.7	2.7	2.7	2.7	41.1	40.0	112	32-oz.	40.0	37.3
CANNED SINGLE-STRENGTH JUICES:	1,000	1,000													
	cases 2/	cases 2/													
	572	801	-29	5.2	6.8	1.7	1.6	1.7	1.6	50.7	59.6	89	46-oz.	42.3	36.8
	800	520	+54	5.9	4.8	1.5	1.4	1.5	1.4	73.0	64.7	110	46-oz.	27.5	32.1
Pineapple	1,036	950	+9	9.0	8.7	1.4	1.4	1.4	1.4	68.1	64.9	93	46-oz.	29.2	30.2
Prune	657	606	+8	7.2	6.5	1.8	1.9	1.8	1.9	41.3	40.6	74	32-oz.	43.7	43.5
Tomato	1,597	1,660	-4	14.5	15.5	1.5	1.5	1.5	1.5	59.6	61.3	90	46-oz.	29.4	27.8
Miscellaneous	1,540	1,578	-2	19.5	19.5	1.7	1.7	1.7	1.7	38.5	39.8	64	46-oz.	36.8	36.2
Total	6,202	6,115	+1	42.2	---	2.3	---	2.3	---	51.5	---	119	---	---	---
CANNED SINGLE-STRENGTH FRUIT DRINKS:	528	663	-20	4.4	4.9	1.3	1.4	1.3	1.4	74.0	81.5	98	46-oz.	31.4	29.4
	1,313	1,181	+11	8.6	8.9	1.4	1.4	1.4	1.4	88.6	78.1	124	46-oz.	27.0	28.8
	2,224	2,149	+3	15.1	15.9	1.8	1.6	1.8	1.6	67.5	69.1	120	46-oz.	33.7	34.0
	4,065	3,993	+2	23.2	---	1.9	---	1.9	---	74.3	---	142	---	---	---
Total	228	269	-15	4.0	4.5	1.4	1.5	1.4	1.5	37.6	35.7	51	No. 303 can	20.6	20.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections.

# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 1

ECONOMIC RESEARCH SERVICE

Table 2.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

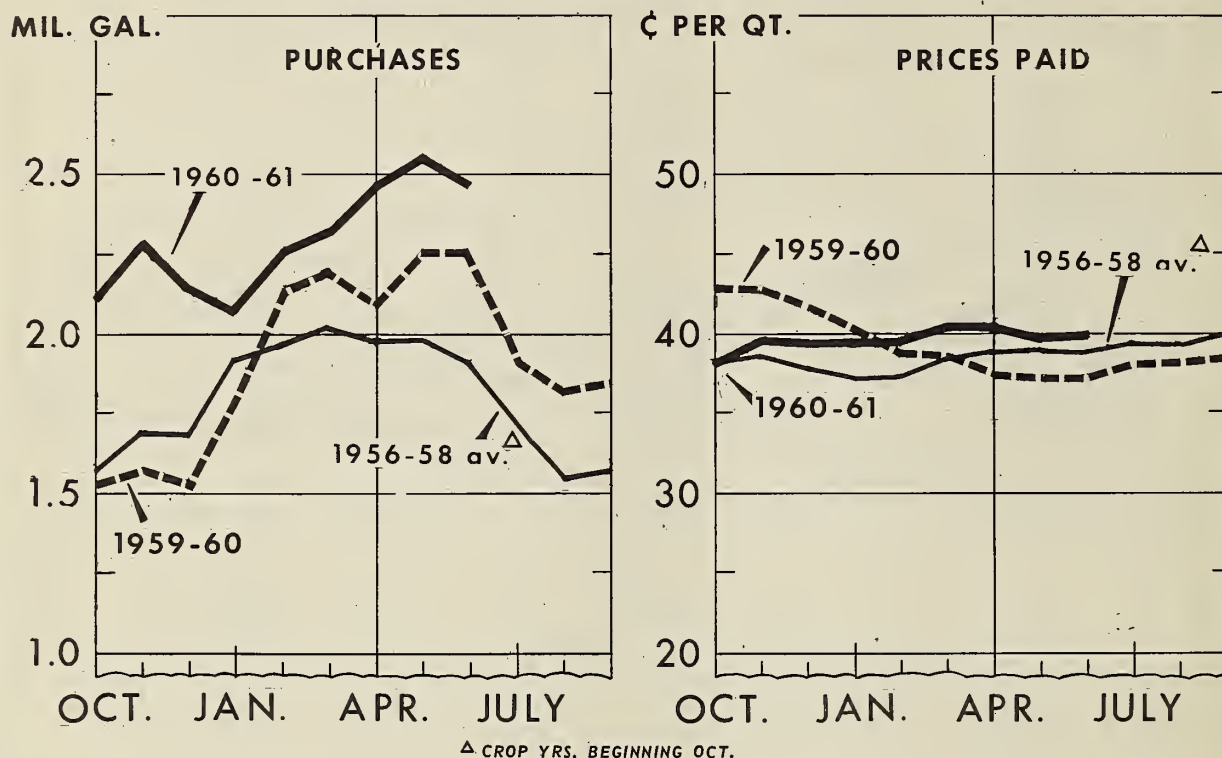
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,616	4,560	4,957	29.1	26.9	46	41	18.8	22.2	17.5
Nov.	5,458	4,634	4,856	30.1	26.7	46	43	19.1	22.1	17.4
Dec.	5,552	5,138	4,563	30.1	27.9	45	45	19.4	19.4	17.6
Oct.-Dec.	16,626	14,332	14,376							
Jan.	5,257	5,730	4,871	30.2	30.3	41	45	20.3	18.2	17.6
Feb.	5,149	5,444	4,879	28.5	28.1	43	48	21.7	18.2	17.3
Mar.	4,966	5,579	4,771	28.1	27.8	43	50	22.1	18.1	17.6
Oct.-Mar.	31,998	31,085	28,897							
Apr.	5,547	5,385	4,692	29.5	28.3	45	45	21.4	17.8	17.7
May	5,325	5,213	4,874	29.2	27.7	2/45	46	20.5	18.0	17.3
Jun.	5,308	5,232	4,566	28.9	28.3	44	44	20.5	17.9	17.5
Oct.-Jun.	48,178	46,915	43,029							
Jul.		5,081	4,497		27.2		45		17.9	17.8
Aug.		4,879	4,386		27.5		43		18.1	18.3
Sep.		5,433	4,592		29.3		44		18.3	18.6
Season		62,308	56,504						18.8	17.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ Revised.



# CHILLED ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 2

ECONOMIC RESEARCH SERVICE

Table 3.-- CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid. October 1959 to date, with comparisons

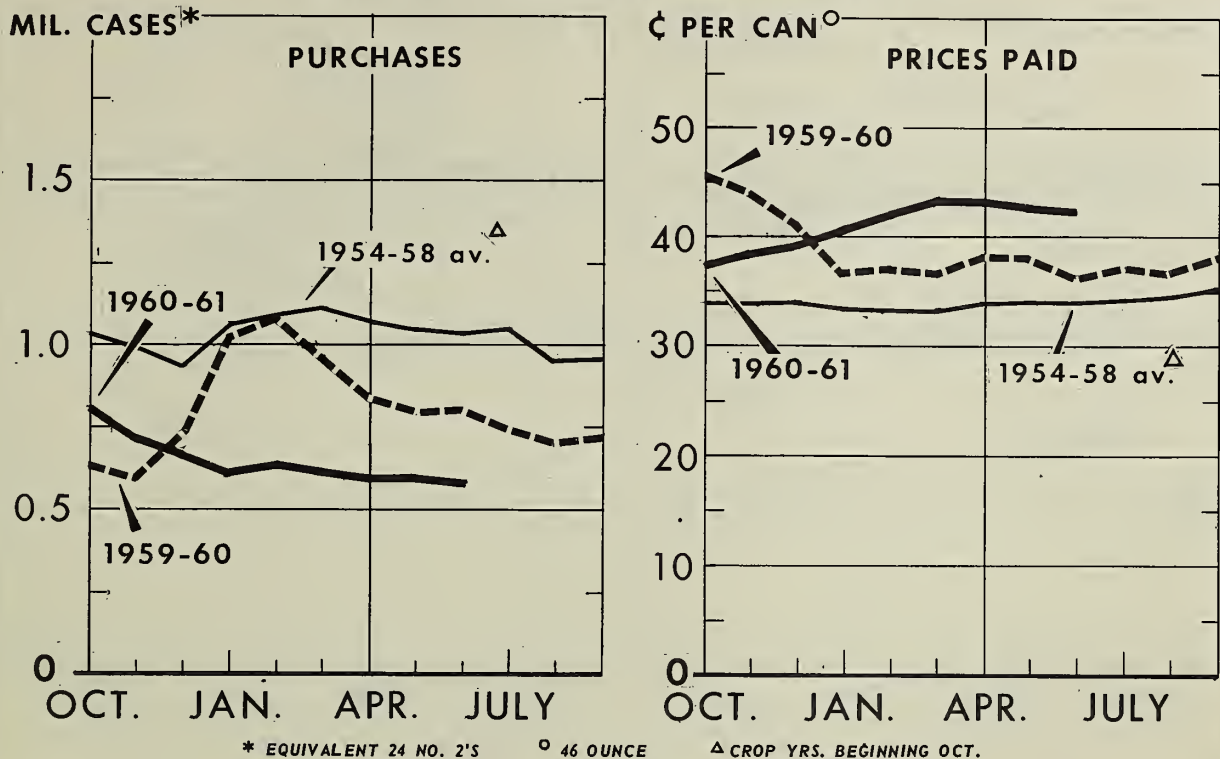
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1960-1961	1959-1960	Average 1956-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1956-58
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,112	1,539	1,574	4.7	3.7	109	103	38.2	42.7	38.5
Nov.	2,282	1,573	1,692	4.9	3.4	110	116	39.7	42.6	38.7
Dec.	2,122	1,532	1,690	4.6	3.5	112	110	39.4	41.7	38.0
Oct.-Dec.	6,516	4,644	4,956							
Jan.	2,070	1,798	1,932	4.7	4.1	104	110	39.6	40.2	37.3
Feb.	2,288	2,153	1,979	5.0	5.1	108	103	39.6	38.8	37.6
Mar.	2,332	2,220	2,021	4.9	4.7	114	116	40.6	38.7	38.6
Oct.-Mar.	13,206	10,815	10,888							
Apr.	2,475	2,099	1,982	5.4	4.4	110	113	40.6	37.5	38.9
May	2,553	2,277	1,987	5.4	4.7	114	117	39.9	37.3	39.2
Jun.	2,485	2,271	1,923	5.3	5.0	112	108	40.0	37.3	39.0
Oct.-Jun.	20,719	17,462	16,780							
Jul.		1,911	1,734		4.4		107		38.0	39.5
Aug.		1,829	1,558		4.2		107		38.2	39.5
Sep.		1,846	1,576		4.2		109		38.4	40.1
Season		23,048	21,648						39.1	38.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.



# SINGLE-STRENGTH ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

ECONOMIC RESEARCH SERVICE

Table 4.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

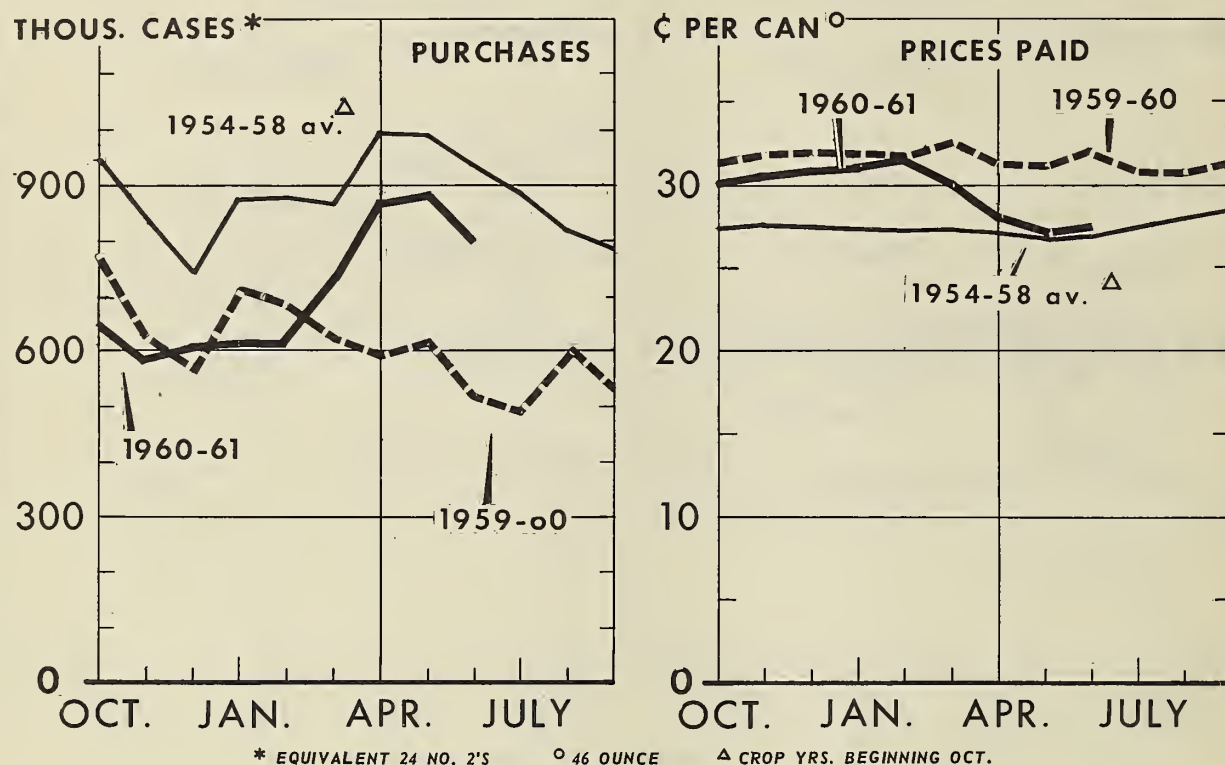
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	811	626	1,039	7.3	6.1	92	86	37.5	45.5	34.0
Nov.	714	594	998	6.5	5.9	88	86	38.8	43.9	34.0
Dec.	667	726	940	6.2	6.8	90	86	39.2	40.7	34.1
Oct.-Dec.	2,192	1,946	2,977							
Jan.	607	1,021	1,062	5.8	8.4	86	102	40.8	36.7	33.6
Feb.	645	1,066	1,094	5.9	9.9	89	89	42.0	37.0	33.6
Mar.	621	964	1,123	5.8	7.9	84	101	43.5	36.7	33.6
Oct.-Mar.	4,065	4,997	6,256							
Apr.	600	831	1,067	5.6	7.0	86	98	43.2	38.2	34.0
May	593	782	1,044	5.4	6.8	90	96	42.5	38.0	34.1
Jun.	572	801	1,037	5.2	6.8	89	95	42.3	36.8	34.1
Oct.-Jun.	5,830	7,411	9,404							
Jul.		733	1,046		6.4		94		37.2	34.4
Aug.		709	950		6.8		87		36.9	34.8
Sep.		716	952		6.7		89		38.0	35.5
Season		9,569	12,352						38.5	34.1

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...432 ounces per case.

# SINGLE-STRENGTH GRAPEFRUIT JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 4

ECONOMIC RESEARCH SERVICE

Table 5.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

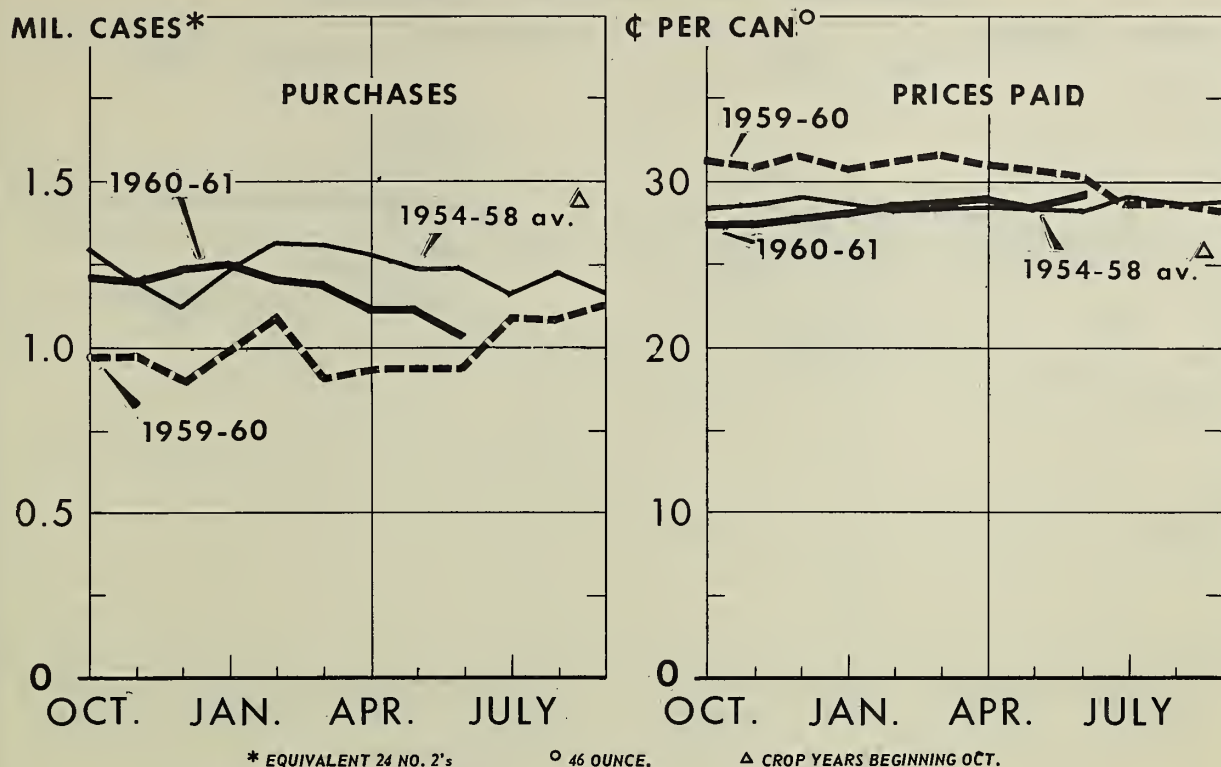
Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per 46-ounce can		
	1960- : 1961 :	1959- : 1960 :	Average : 1954-58 :	1960- : 1961 :	1959- : 1960 :	1960- : 1961 :	1959- : 1960 :	1960- : 1961 :	1959- : 1960 :	Average : 1954-58 :
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	648	773	942	5.5	6.5	97	102	30.1	31.2	27.4
Nov.	583	628	841	5.0	5.9	94	87	30.5	31.8	27.8
Dec.	606	570	744	5.0	5.5	102	88	31.0	31.9	27.6
Oct.-Dec.	1,837	1,971	2,527							
Jan.	614	711	878	5.4	6.5	89	91	31.1	31.9	27.4
Feb.	619	686	879	5.2	6.0	96	96	31.6	31.7	27.4
Mar.	736	624	867	5.4	5.8	110	85	30.2	32.7	27.4
Oct.-Mar.	3,806	3,992	5,151							
Apr.	871	597	993	6.3	5.6	112	85	27.9	31.5	27.1
May	881	618	989	6.3	5.3	113	100	27.0	31.3	26.8
Jun.	800	520	930	5.9	4.8	110	91	27.5	32.1	26.9
Oct.-Jun.	6,358	5,727	8,063							
Jul.		493	888		4.5		87		31.0	27.5
Aug.		600	819		5.0		100		30.9	27.9
Sep.		537	787		4.8		91		31.3	28.5
Season		7,357	10,557						31.6	27.4

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 6 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

# SINGLE-STRENGTH PINEAPPLE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 5

ECONOMIC RESEARCH SERVICE

Table 6.--PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,214	975	1,301	9.6	9.2	102	88	27.6	31.4	28.7
Nov.	1,208	977	1,199	9.3	9.1	103	89	27.7	31.0	28.9
Dec.	1,232	907	1,128	9.6	8.8	106	86	28.0	31.7	29.2
Oct.-Dec.	3,654	2,859	3,628							
Jan.	1,255	986	1,235	10.7	9.9	99	84	28.3	31.1	29.0
Feb.	1,204	1,099	1,321	10.1	10.5	95	87	28.7	31.5	28.5
Mar.	1,188	915	1,315	10.0	8.6	98	90	29.0	31.8	28.6
Oct.-Mar.	7,301	5,859	7,499							
Apr.	1,112	933	1,281	9.8	8.7	92	90	29.2	31.1	28.7
May	1,146	940	1,246	9.1	8.5	102	93	28.7	30.7	28.7
Jun.	1,036	950	1,246	9.0	8.7	93	91	29.2	30.2	28.6
Oct.-Jun.	10,595	8,682	11,272							
Jul.		1,107	1,167		9.1		101		28.7	29.1
Aug.		1,090	1,221		8.8		99		28.8	28.8
Sep.		1,113	1,169		9.6		96		28.3	28.9
Season		11,992	14,829						30.5	28.8

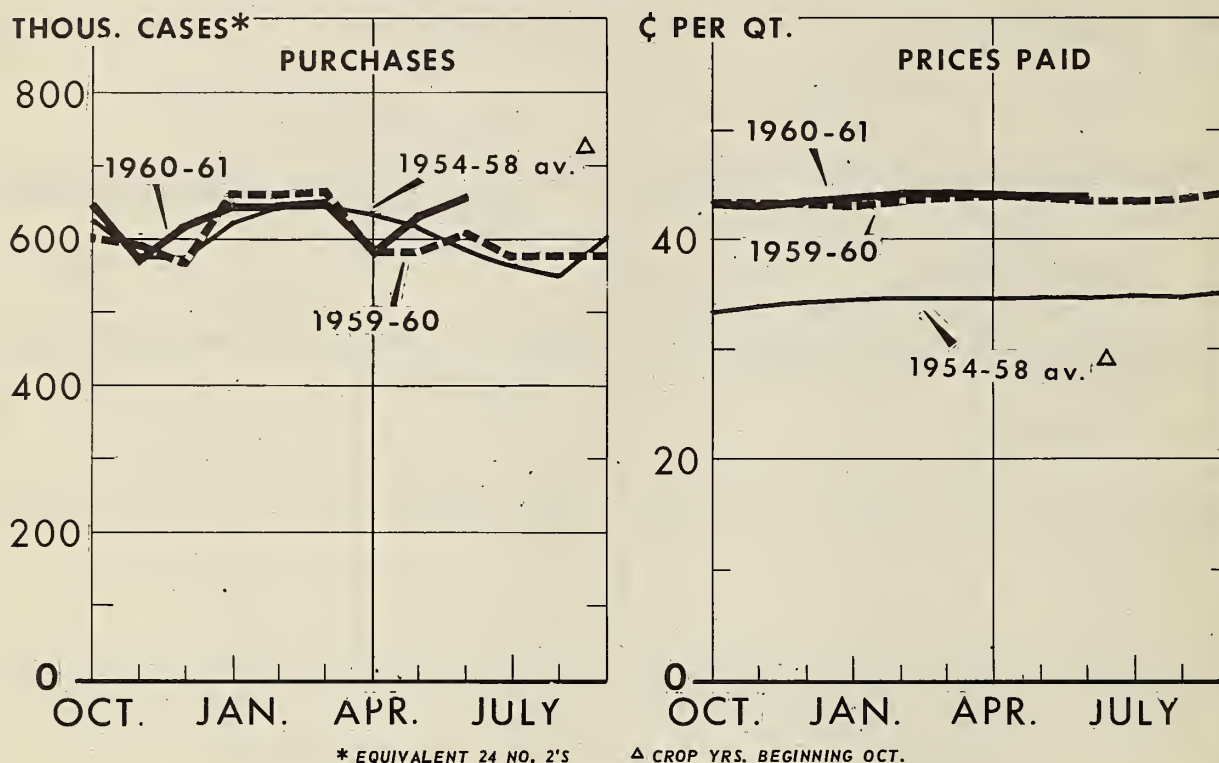
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...432 ounces per case.



# PRUNE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

ECONOMIC RESEARCH SERVICE

Table 7.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per quart		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	648	601	625	7.3	6.8	72	73	43.3	43.4	33.3
Nov.	570	598	579	6.4	6.7	72	72	43.2	43.6	34.1
Dec.	620	574	576	6.4	6.6	78	72	43.5	43.3	34.3
Oct.-Dec.	1,838	1,773	1,780							
Jan.	643	666	628	6.9	7.5	78	72	43.9	43.2	34.4
Feb.	643	661	643	6.9	8.0	74	68	44.1	43.4	34.7
Mar.	648	668	647	7.2	7.8	73	71	44.1	43.7	34.6
Oct.-Mar.	3,772	3,768	3,698							
Apr.	584	583	635	6.4	7.0	74	68	44.1	43.9	34.6
May	631	582	617	6.9	6.2	75	77	43.9	43.9	34.7
Jun.	657	606	583	7.2	6.5	74	77	43.7	43.5	34.7
Oct.-Jun.	5,644	5,539	5,533							
Jul.		574	563		6.2		76		43.8	34.9
Aug.		574	554		6.5		74		43.8	34.9
Sep.		577	603		6.5		73		44.0	35.0
Season		7,264	7,253						43.6	34.5

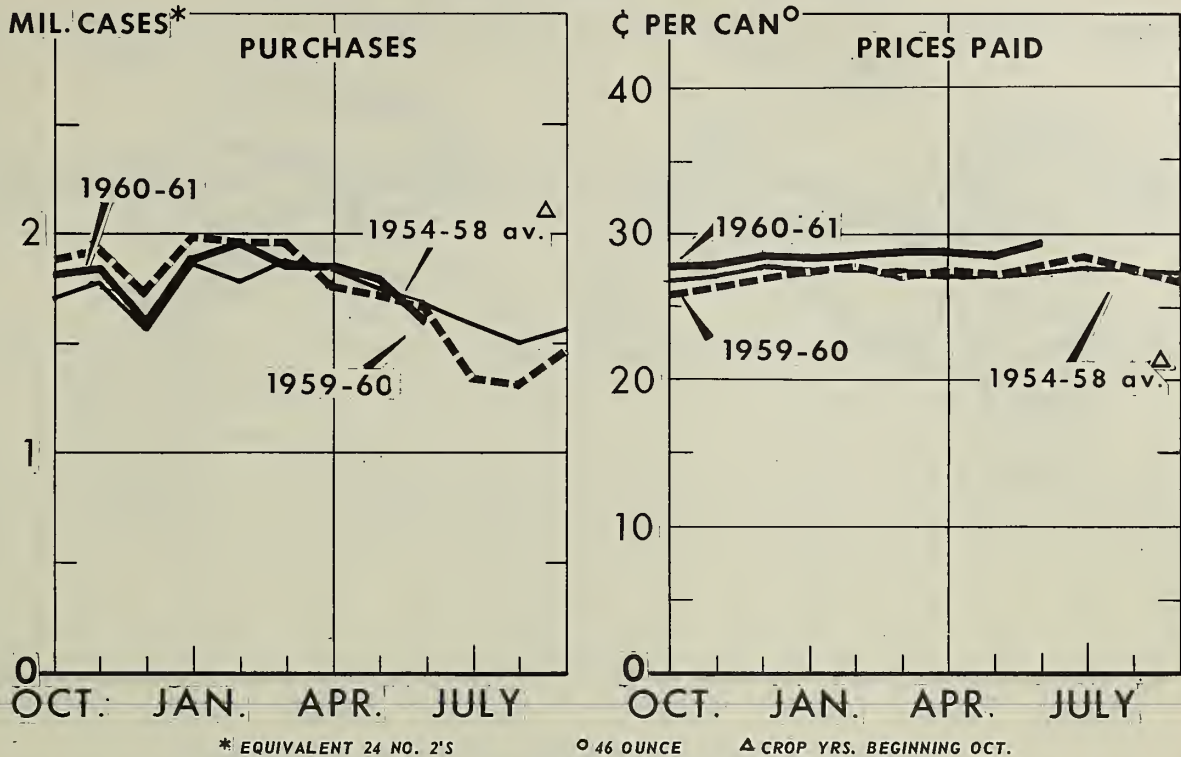
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 7 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.



# TOMATO JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 7

ECONOMIC RESEARCH SERVICE

Table 8.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

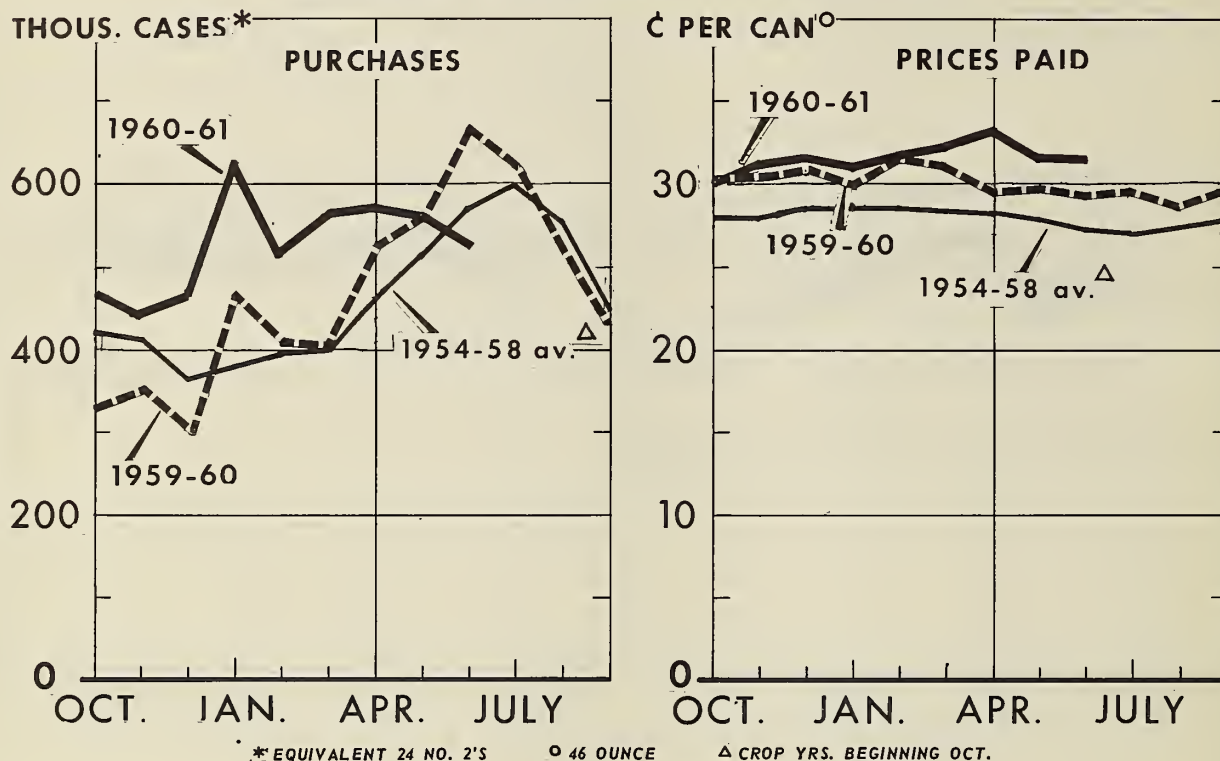
Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,815	1,875	1,690	15.2	16.1	98	99	27.8	26.0	26.9
Nov.	1,829	1,931	1,781	15.9	16.9	89	97	27.9	26.4	27.2
Dec.	1,580	1,718	1,573	14.7	16.3	90	90	28.5	27.2	27.8
Oct.-Dec.	5,224	5,524	5,044							
Jan.	1,871	1,989	1,860	16.8	18.5	88	88	28.4	27.5	27.7
Feb.	1,958	1,969	1,795	16.7	18.7	96	89	28.7	27.9	27.4
Mar.	1,854	1,958	1,889	16.6	18.0	94	92	28.6	27.3	27.4
Oct.-Mar.	10,907	11,440	10,588							
Apr.	1,855	1,741	1,853	16.5	16.5	91	88	28.7	27.6	27.2
May	1,771	1,712	1,757	15.5	15.8	93	92	28.4	27.4	27.1
Jun.	1,597	1,660	1,693	14.5	15.5	90	92	29.4	27.8	27.3
Oct.-Jun.	16,130	16,553	15,891							
Jul.		1,344	1,589		12.9		85		28.4	27.7
Aug.		1,341	1,505		13.3		82		27.6	27.6
Sep.		1,477	1,555		14.0		88		27.1	27.4
Season		20,715	20,540						27.3	27.4

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 5 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

# SINGLE-STRENGTH ORANGE DRINK

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 8

ECONOMIC RESEARCH SERVICE

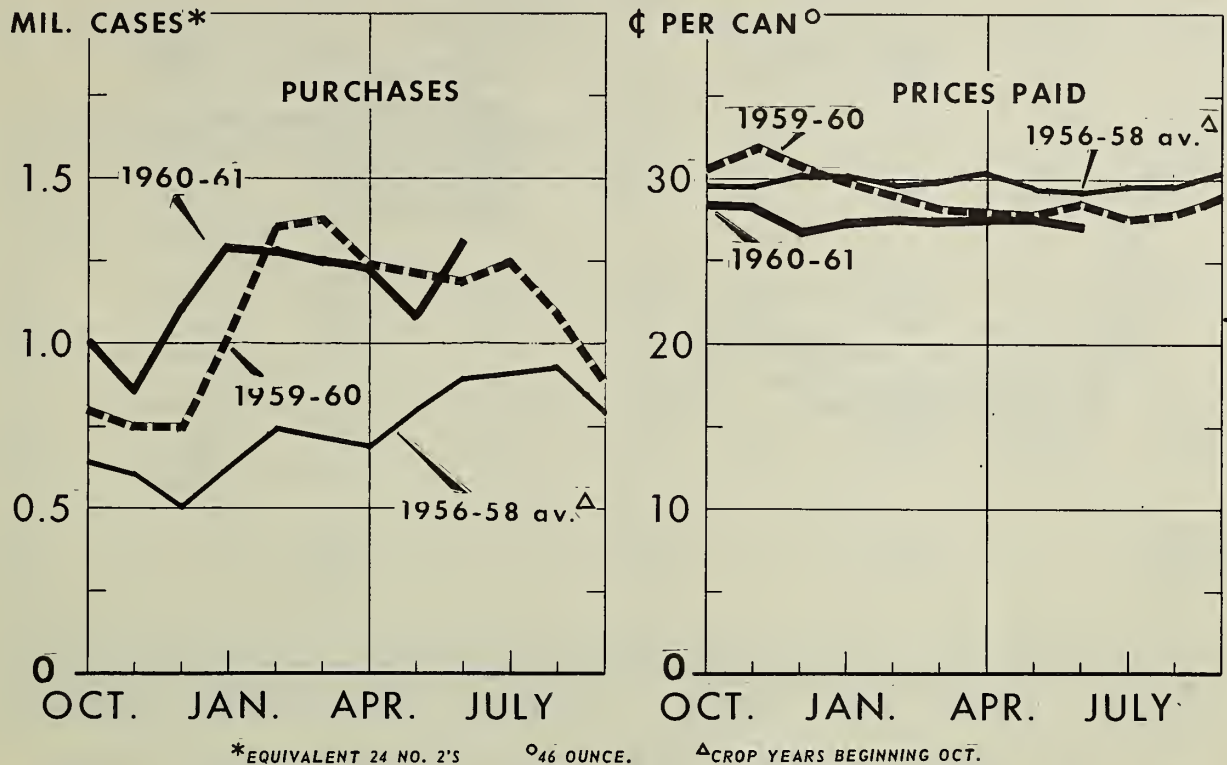
Table 9.--SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	469	331	422	3.3	2.3	117	117	30.0	30.2	28.0
Nov.	444	350	413	3.1	2.9	110	104	31.3	30.6	28.0
Dec.	466	301	365	3.3	2.4	113	107	31.6	30.9	28.6
Oct.-Dec.	1,379	982	1,200							
Jan.	628	466	384	4.5	3.4	111	109	31.0	30.0	28.6
Feb.	514	414	399	3.7	3.6	111	96	31.7	31.5	28.7
Mar.	561	404	403	4.0	3.3	112	106	32.2	31.2	28.4
Oct.-Mar.	3,082	2,266	2,386							
Apr.	574	524	466	4.0	3.7	117	115	33.2	29.8	28.2
May	564	563	516	4.2	3.8	109	124	31.5	29.9	27.9
Jun.	528	663	573	4.4	4.9	98	114	31.4	29.4	27.4
Oct.-Jun.	4,748	4,016	3,941							
Jul.		620	600		4.2		123		29.7	27.2
Aug.		528	557		3.9		114		28.8	27.4
Sep.		431	450		3.3		103		29.7	27.9
Season		5,595	5,548						30.0	28.0

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.  
Equivalent cases 24 No. 2 cans...432 ounces per case.

# PINEAPPLE - GRAPEFRUIT DRINK

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 9

ECONOMIC RESEARCH SERVICE

Table 10.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per 46-ounce can		
	1960- : 1961	1959- : 1960	Average : 1956-58	1960- : 1961	1959- : 1960	1960- : 1961	1959- : 1960	1960- : 1961	1959- : 1960	Average : 1956-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,012	801	643	7.2	6.9	118	97	28.5	30.7	29.6
Nov.	855	747	609	6.8	6.5	105	93	28.4	31.9	29.6
Dec.	1,115	749	506	7.6	6.3	123	100	26.8	30.8	30.2
Oct.-Dec.	2,982	2,297	1,758							
Jan.	1,302	1,018	628	8.9	8.7	124	97	27.4	29.9	30.2
Feb.	1,274	1,354	742	8.8	9.6	117	122	27.5	29.1	29.6
Mar.	1,254	1,388	717	8.3	9.9	129	118	27.7	28.3	29.9
Oct.-Mar.	6,812	6,057	3,845							
Apr.	1,226	1,235	688	8.5	8.8	118	115	27.7	28.1	30.3
May	1,067	1,216	812	7.5	8.8	116	115	27.6	27.9	29.5
Jun.	1,313	1,181	901	8.6	8.9	124	109	27.0	28.8	29.2
Oct.-Jun.	10,418	9,689	6,246							
Jul.		1,252	914		9.3		108		27.7	29.6
Aug.		1,097	939		8.5		107		28.0	29.6
Sep.		896	797		7.2		100		29.0	30.4
Season		12,934	8,896						29.0	29.8

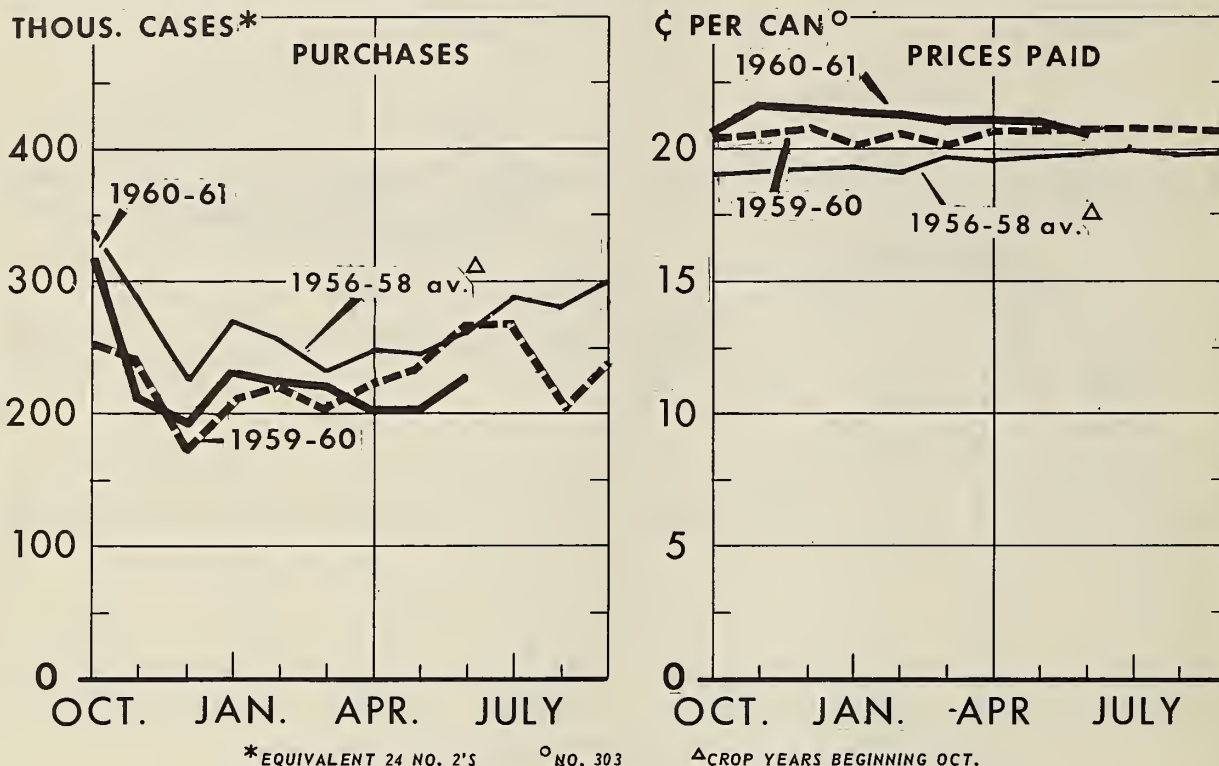
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 5 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.



# CANNED GRAPEFRUIT SECTIONS

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 10

ECONOMIC RESEARCH SERVICE

Table 11.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1960-1961	1959-1960	Average 1956-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1956-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	318	252	337	5.1	4.5	57	53	20.7	20.5	19.0
Nov.	212	238	286	3.7	4.3	51	49	21.7	20.5	19.1
Dec.	193	174	227	3.4	3.6	51	46	21.5	20.8	19.3
Oct.-Dec.	723	664	850							
Jan.	234	210	270	3.9	3.7	54	52	21.4	20.2	19.3
Feb.	226	222	256	3.9	3.9	52	53	21.4	20.6	19.1
Mar.	221	209	233	3.9	3.5	52	57	21.1	20.2	19.6
Oct.-Mar.	1,404	1,305	1,609							
Apr.	206	220	249	3.4	3.9	55	52	21.1	20.5	19.5
May	209	237	248	3.7	3.7	50	61	21.0	20.5	19.7
Jun.	228	269	264	4.0	4.5	51	54	20.6	20.7	19.8
Oct.-Jun.	2,047	2,031	2,370							
Jul.		269	288		4.3		59		20.7	20.0
Aug.		208	282		3.5		54		20.8	19.8
Sep.		239	300		4.0		55		20.6	19.9
Season		2,747	3,240						20.6	19.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...480 ounces per case.



Table 12.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

Period 2/	Total purchases 3/		Proportion of families buying 3/		Purchase per buying family		Prices paid per 46-ounce can	
	1960- 1961	1959- 1960	1960- 1961	1959- 1960	1960- 1961	1959- 1960	1960- 1961	1959- 1960
	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,458	1,379	18.0	16.8	67	70	36.5	37.8
Nov.	1,456	1,271	18.3	16.9	66	61	37.1	37.4
Dec.	1,510	1,291	18.2	16.9	66	63	37.1	37.6
Oct.-Dec.	4,424	3,941						
Jan.	1,462	1,495	18.6	18.5	64	69	37.9	37.1
Feb.	1,497	1,558	17.7	19.6	67	65	37.9	37.3
Mar.	1,569	1,562	19.0	18.7	66	71	37.9	37.1
Oct.-Mar.	8,952	8,556						
Apr.	1,669	1,513	19.1	18.7	71	68	36.6	37.4
May	1,603	1,555	18.9	18.8	69	67	37.3	37.3
Jun.	1,540	1,578	19.5	19.5	64	68	36.8	36.2
Oct.-Jun.	13,764	13,202						
Jul.		1,463		19.0		63		36.5
Aug.		1,316		16.9		65		37.3
Sep.		1,396		17.4		66		37.3
Season		17,377						37.2

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 3/ October 1959-December 1960 estimates revised upward 7 percent to provide comparability with new sample. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

Period 2/	Total purchases 3/		Proportion of families buying 3/		Purchase per buying family		Prices paid per 46-ounce can	
	1960- 1961	1959- 1960	1960- 1961	1959- 1960	1960- 1961	1959- 1960	1960- 1961	1959- 1960
	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,505	1,355	11.2	11.3	113	101	34.2	36.0
Nov.	1,307	1,293	10.1	10.5	109	102	34.5	36.1
Dec.	1,329	1,244	10.4	9.4	104	110	34.9	35.3
Oct.-Dec.	4,141	3,892						
Jan.	1,394	1,373	10.8	11.3	106	100	34.3	35.8
Feb.	1,530	1,495	11.4	11.9	109	106	34.1	35.5
Mar.	1,554	1,462	11.3	12.0	114	104	34.4	35.4
Oct.-Mar.	8,619	8,222						
Apr.	1,819	1,589	12.7	12.0	117	111	34.3	35.0
May	1,970	1,894	13.5	14.2	118	113	33.9	34.0
Jun.	2,224	2,149	15.1	15.9	120	111	33.7	34.0
Oct.-Jun.	14,632	13,854						
Jul.		1,787		13.1		110		33.8
Aug.		1,672		12.4		112		34.1
Sep.		1,539		12.0		102		34.4
Season		18,852						34.8

1/ All drinks other than orange and pineapple-grapefruit. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 3/ October 1959-December 1960 estimates revised upward 13 percent to provide comparability with new sample. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 14.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, and purchase per buying family, October 1959 to date

Period 1/	Juices				Fruit drinks			
	Total purchases 2/		Proportion of families buying	Purchase per buying family	Total purchases 2/		Proportion of families buying	Purchase per buying family
	1960-61	1959-60	1960-1961	1960-1961	1960-61	1959-60	1960-1961	1960-1961
	cases	cases	Percent	Ounces	cases	cases	Percent	Ounces
Oct.	6,594	6,229	NA	NA	2,986	2,487	NA	NA
Nov.	6,360	5,999	NA	NA	2,606	2,390	NA	NA
Dec.	6,215	5,786	NA	NA	2,910	2,294	NA	NA
Oct.-Dec.	19,169	18,014			8,502	7,171		
Jan.	6,452	6,868	44.1	118	3,324	2,857	20.0	137
Feb.	6,566	7,039	43.4	125	3,318	3,263	20.1	137
Mar.	6,616	6,691	43.7	123	3,369	3,254	19.6	145
Oct.-Mar.	38,803	38,612			18,513	16,545		
Apr.	6,691	6,198	44.0	123	3,619	3,348	21.0	140
May	6,625	6,189	42.7	126	3,601	3,673	20.8	140
Jun.	6,202	6,115	42.2	119	4,065	3,993	23.2	142
Oct.-Jun.	58,321	57,114			29,798	27,559		
Jul.		5,714				3,659		
Aug.		5,630				3,297		
Sep.		5,816				2,866		
Season		74,274				37,381		

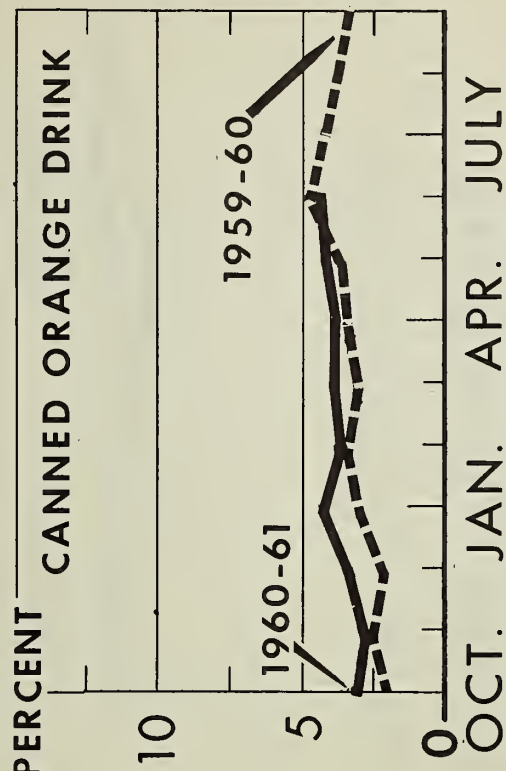
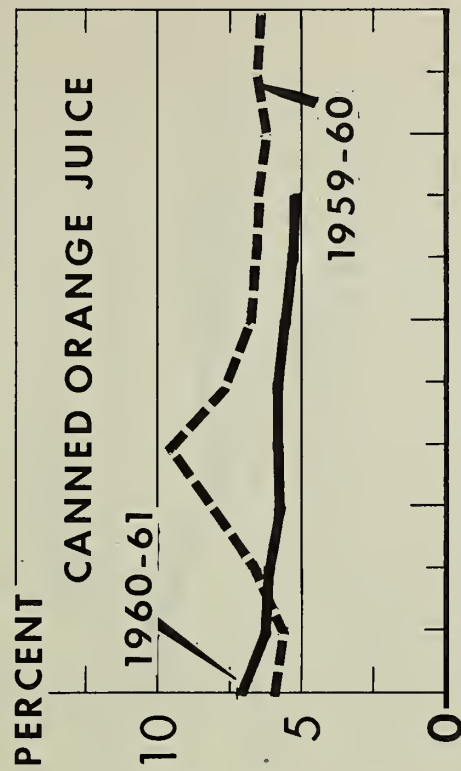
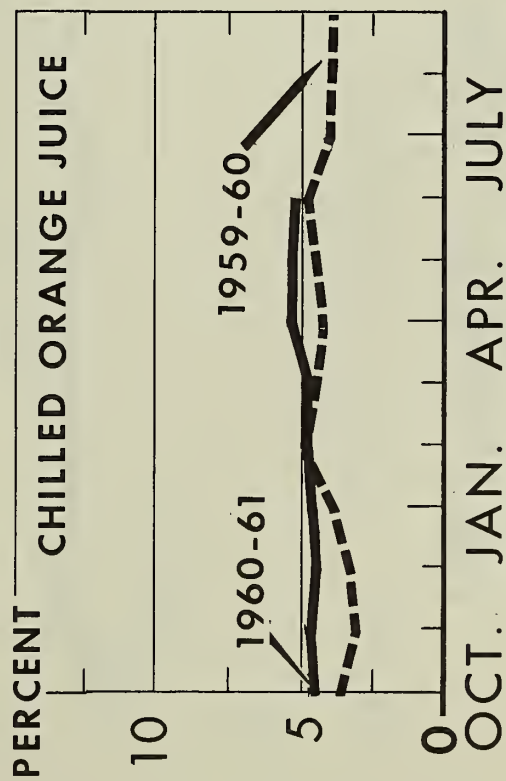
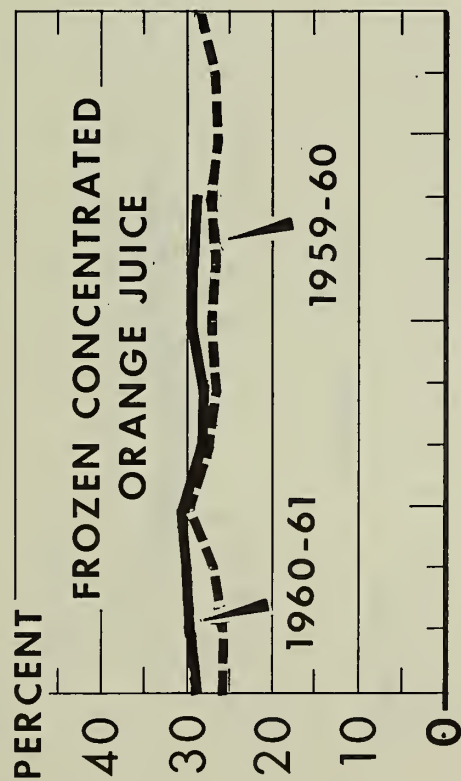
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 data revised. Equivalent cases 24 No. 2 cans...432 ounces per case. NA - not available.

Table 15.--Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1959 to date

Period 1/	Oranges						Grapefruit			
	Frozen concentrate		Canned single-strength juice		Chilled juice 2/		Canned single-strength juice 3/		Canned sections	
	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	3,774	2,996	474	375	365	274	480	570	221	182
Nov.	3,668	3,045	417	356	395	280	432	463	148	172
Dec.	3,731	3,376	390	435	367	273	449	420	139	126
Oct.-Dec.	11,173	9,417	1,281	1,166	1,127	827	1,361	1,453	508	480
Jan.	3,654	3,988	350	592	358	309	449	533	163	145
Feb.	3,579	3,789	372	618	391	370	452	514	151	153
Mar.	3,451	3,883	358	559	399	382	538	468	148	144
Oct.-Mar.	21,857	21,077	2,361	2,935	2,275	1,888	2,800	2,968	970	922
Apr.	3,694	3,619	350	485	428	363	632	442	143	153
May	3,546	3,503	346	457	442	394	640	458	145	165
Jun.	3,535	3,516	333	468	430	393	581	385	159	187
Oct.-Jun.	32,632	31,715	3,390	4,345	3,575	3,038	4,653	4,253	1,417	1,427
Jul.		3,414		428		331		365		187
Aug.		3,279		414		316		445		145
Sep.		3,651		418		319		398		166
Season		42,059		5,605		4,004		5,461		1,925

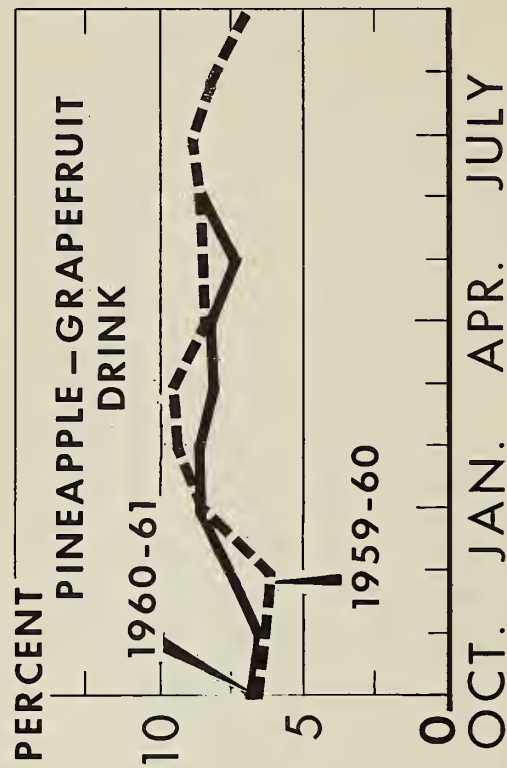
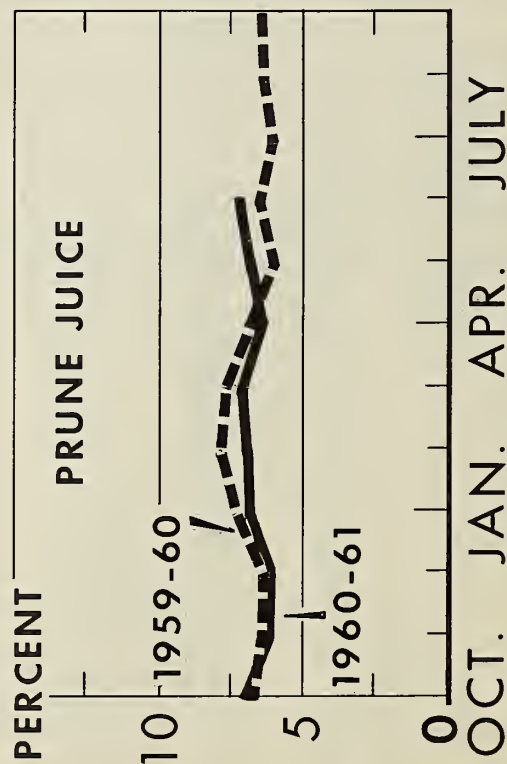
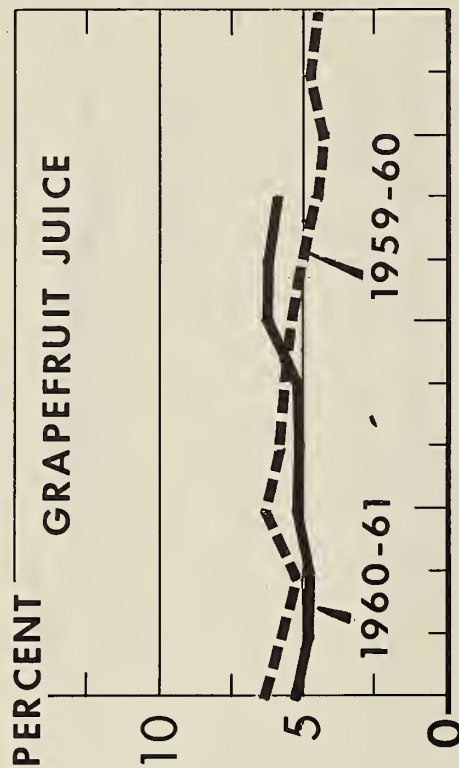
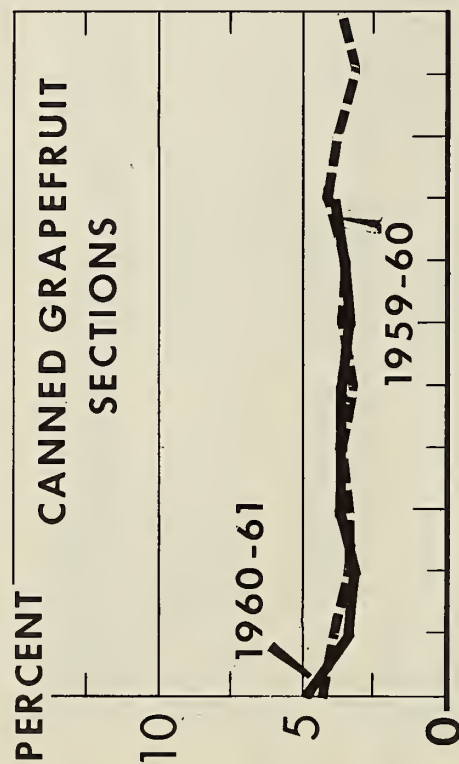
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ Based on yield of canned single-strength orange juice. 3/ October 1959-December 1960 estimates revised.

# PERCENTAGE OF FAMILIES BUYING ORANGE PRODUCTS





# PERCENTAGE OF FAMILIES BUYING GRAPEFRUIT AND OTHER PRODUCTS



U.S. DEPARTMENT OF AGRICULTURE

Figure 12

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